

SAUNTERINGS  
From Where The West  
Begins.

By JOHN T. MEYERS.  
Editor The Sea Coast Echo.

THE Xmas holidays are over and the New Year has reached its 4th day. The once beautifully decorated Christmas tree has completed a short span of glory, and now, stripped of its gaudy tinselery presents a sad spectacle riding to an ignoble doom atop the city garbage truck. Jolly Santa Claus, and the accompanying spirit of friendliness and good cheer toward our fellowmen that marks his annual visit, will soon be forgotten in life's busy turmoil. What a pity this noble sentiment does not remain throughout the entire year! Ferns a lot of us have learned a valuable lesson during the trying years of depression, and hereafter will come to judge fellow humans by their true worth of heart and soul rather than the false glitter of worldly possessions.

EVEN petty thieves sometimes possess a touch of conscience during Yuletide, it seems. A motorist left his leather overcoat in his parked automobile for a few minutes while Almas snipping downtown. Returning, he found his coat missing. The thief had left his own shabby, cloth overcoat in exchange.

FROM a tobacco publication we learn that Miata may soon intrude deeper into the heretofore personal smoking pleasures of the male sex, by going in seriously for pipe smoking. According to advance information, these new-fangled ladies, pipes will be of similar color and design as men's pipes, but lighter and damper in construction. Just wait until the gals get around to breaking in their new smoke stacks. Next thing the sweet young things will be trying is a bite of chewing tobacco . . . the copy cats.

SPEAKING of chewing tobacco brings to mind our first—and last—attempt to master the art of chewing the weed during a dog trick on the paper as cub reporter. It was about 1:30 A. M. The staff artist was working on the following Sunday edition's illustrations when we stopped by his desk for a chat. He offered a plug of tobacco, and we took a husky bite—just to be sociable. In youthful ignorance we wacked on the not unpleasant, tasting stuff in regular gum-chewing fashion. Before many minutes the folly of this style was heaped our way. The room was swimming, dry land sea sickness resulted, followed by a run-over-by-a-steameroller feeling in the stomach regions. And did the gang give us the razzing! Never again.

DID you know . . . The name Mississippi was derived from the Indian words "Sigpu" Algonquin term for river, and "Maes" fish—Fish-River.

The motto of Mississippi: By Valor and Arms.

Magnolia is the state flower. Its nicknames are: Bayou, Eagle, and Magnolia state.

The word Texas is from the Indian word meaning friends or allies.

There is no motto for the state of Texas.

Bluebonnet the state flower.

Lone Star, Bluebonnet, and Beef state are nicknames for Texas.

Louisiana was named in honor of King Louis XIV of France by Robert de la Salle.

State motto: Justice and Confidence.

Flower: Magnolia.

Nickname: Pelican and Magnolia state.

THE best practical joke during the past deer season concerns a trick played upon a certain politician by his hunting companions, who became bored with his hunting skill boastings around the campfire the night before. Knowing the boastful one hunted in a certain section of the pasture, the tricksters secured a large goat, wired the horns of a 10-point buck to its head, and staked it out in the thick brush directly in the path they knew the bragger would take.

Just as dawn broke the following morn, the hunters started out. Shortly, two rifle shots were heard in rapid succession. The gang in on the hunt hurried to the scene. "I've got him, boys. A wopper!" wildly yelled the joke victim, as he rushed toward his kill. (The words he said upon discovering he had shot a goat instead of a deer are unprintable) and to cap the climax the politician had to pay the rancher for killing the goat.

SAN Antonio ranked third among cities between 250,000 and 500,000 population for the first nine months of the 1934 safety contest, sponsored by the National Safety Council. Mayor Quin's signature has been affixed to San Antonio's application for entry in the 1935 safety contest.

THE past week has been a jumble of confusion to a lot of folks. With Christmas and New Year falling so close to Sunday, the average citizen had to carry a calendar around to keep track of the days.

And now that Dad has just about mastered the working of Junior's mechanical toys maybe he can settle down to business once more.

Can't Do Him Skinner—I do my daily dozen every day.

Smart—Well, I don't care, so long as I'm not one of the dozen.—Answer.

# The Sea Coast Echo

## The County Paper.

SUBSCRIPTION \$2.00 PER YEAR—ALWAYS IN ADVANCE.

BAY ST. LOUIS, MISS., FRIDAY, JANUARY 4, 1935.

### Subscription Price . . .

To The Sea Coast Echo, \$2.00 per annum, payable in advance. Single copies, 5 cents. No complimentary subscriptions or copies.

VOL. 44 — NO. 1

## HANCOCK COUNTY YOUTH FATAL INJURED ON TRUCKIN DENSE FOG

Steven E. Mauffray, Traveling Circulation Manager for Times-Picayune, Dies at Picayune After Bridge Rail Pierces Abdomen.

## ELECTION PRECINCTS ARE NEW

Changes to Accommodate  
Voters—Bay St. Louis will  
Have Three Precincts  
In Future

Hancock county will future have twenty voting precincts instead of eight as heretofore.

At a recent session of Board of Supervisors precincts borders were reorganized and two voting places added. The latter are Edwardsville and Central Bay St. Louis. This gives this city three places of voting, North Bay St. Louis, South Bay St. Louis and Central Bay St. Louis.

Election Precinct No. 14 will be known as North Bay St. Louis, with voting place at Central School.

Election Precinct No. 20 will be known as Central Bay St. Louis, with voting place at Courthouse.

Election Precinct No. 19, will be known as Edwardsville, with voting place at Edwardsville schoolhouse.

All of above in Beat 5.

These changes over the county, above and other precincts were made in order to meet the requirements of a growing population and to afford more convenience to voting public. Voters will welcome the changes and appreciate the interest Board of Supervisors displayed in causing changes to be made.

Dates For Oyster  
And Shrimp Fishing  
Fixed By Commission

The Mississippi Seafood Commission has passed an ordinance fixing the date of closing the season for taking or catching salt water shrimp in Mississippi, making this unlawful from January 7 to Feb. 15.

A second meeting orders the public oyster dredging reefs of the state closed for taking or catching oysters by means of dredge until January 15. It also provides for the opening of certain reefs on and after January 15.

The ordinance states that all reefs other than Saint Joe reef be closed for dredging until January 15. It also orders that all public oyster dredging reefs other than the reefs reserved by statute for tonging be opened Jan. 15. However, it is against the law to take oysters from a newly planted reef until two years after the planting.

Blue Ridge Players  
Will Give Part of Proceeds  
To Local Library

Mayor G. Y. Blaize has been playing Santa Claus to the library and with his Commissioners substantial gifts via the "Blue Ridge Players." It's this way—the city grants this company free license to operate and the library furnishes free ground on Main Street next to the new post office site; while in return the Blue Ridge Players give the library ten per cent of gross receipts on riding devices.

The Blue Ridge Players plan to open their show Saturday, January the fifth and operate for a week. They will continue for a week on two longer if business is good.

With such a rolling start the library looks forward to a big year in 1935.

Numerous friends and patrons of the library will be relieved to know that things are now on a fine footing and that Miss Louise Crawford has been appointed "District Director" for Hancock and Pearl River counties.

### MEETING POSTPONED

Bay Central P. T. A. meeting has been postponed from Tuesday, January 8th to Thursday, January 10.

Claim Agent: Are you badly hurt?  
I don't know—I'm waiting for  
the morning papers.

### WRIGHT AND VAIN OF BAY ST. LOU GET APPOINTMENTS

They are Two of Three Ap-  
pointees to Take Farm  
Census in Hancock  
County

William J. Thigpen, Picayune post-  
office; Horace Vairin and Fred A.  
Wright, of Bay St. Louis are the  
three farm census enumerators for  
Hancock county, appointed by L. K.  
McIntosh, supervisor of the Sixth  
Congressional District, who also re-  
leased the names of appointees in  
the 15 other counties embraced in  
the district.

Those designated to enumerate in  
Harrison county are Mrs. Fred A.  
LaCroix of White Harbor, west of  
Long Beach; E. W. O'Neal of Sa-  
cier; Thomas Ford Watkins of Nu-  
gent.

For Jackson County, they are Ro-  
land H. Ware of Van Cleve, Mrs.  
Florrie C. Lyons of Hurley and W.  
A. Abey of Moss Point. The Stone  
county enumerators were announced  
as William E. Batson, Perkinson;  
O. E. Pratt and H. D. Redfield of  
Wiggins.

The enumerators or field forces as  
they are called will begin their work  
on January 2. The appointments were  
made by Mr. McIntosh in conference  
with Georg D. Junier, general  
supervisor and the names were  
selected from a large list of applicants.

One of the requirements, it was  
pointed out, was that the enumerators  
must come from the farms and  
farming districts and for this reason  
many applicants from the cities and  
towns of the district could not be  
considered. A number of applicants  
were taken from relief rolls and ex-  
service men were given the usual  
preference.

Regulating Size of Shrimp to be  
Taken

"Section 6. That it shall be un-  
lawful to take from the waters of the  
state for the purpose of sale in  
their fresh state for the purpose  
of preserving, any salt water shrimp  
that measures less than four (4) inches  
in length from the tip of spear or  
rostrum to the end of tail fin, and it  
shall be unlawful to have any salt  
water shrimp, in possession in that  
state, measuring less than four (4)  
inches in length irrespective as to  
where they may have been caught.

This restriction as to size for salt  
water shall not apply to those taken  
for bait, nor shall it apply to "sea  
boobs" nor "six barbes" taken during  
the open seasons from the outside  
waters for drying purposes."

The commission also extended the  
open season for shrimp until further  
notice.

Flying Eagles of Scouts  
Win Silver Loving Cup

The Flying Eagle Patrol of Troop  
208 won the heated contest by de-  
feating the Rattle Snake Patrol.

This contest has been in progress  
since the latter part of September,  
being made possible by the Hon. H.  
Grady Perkins, who offered the  
cup to the patrol which would achieve  
the greatest amount of points. The  
points are obtained in various man-  
ners, attendance, dues, advancement,  
etc.

Each of the 18 holes are different  
and separate from the other—one  
more beautiful and yet difficult than  
the preceding one.

Number one hole offers the real  
welcome—445 yards—straight from  
tree to green yet still hard for a 4  
par.

The eleventh, a four par, 342  
yards takes the prize for arrange-  
ment. The green framed by large  
moss-covered live oaks on the side  
of a terraced embankment—is the  
cause for real shooting and true  
marksmanship.

Of course there is the water hole,  
No. 13—149 yards, which is deceiv-  
ing in distance and an uphill grind.  
Skipping the other holes which are  
especially interesting, the 18th is the  
longest, 510 yards, guarded by traps  
along the route, aplenty and tricky.  
Being a par five it is exceedingly  
hard to make it in that number, and a  
birdie more than leaves a sweet  
taste for the next try.

All in all the course is in excellent  
condition, and the greens the best  
in this section. Courtesy and active  
management offers much to the loy-  
ers of the sport.

Your invitation—come over and  
see for yourself—says Art.

Scouts Dedicate Service  
To Terence Ansley

Tuesday morning at eleven o'clock  
Troop 208 of Bay St. Louis, Miss.,  
placed a wreath of roses on the head-  
stone of Terence Ansley's grave in mem-  
ory of their former first-class patrol  
leader. The wreath was placed on  
the grave by Jack Ingram and a vase  
of assorted flowers was placed on  
the foot of the grave by Mark Smith.

Father Moran performed religious  
services and Jack Seuzeneau blew  
trumpet.

Mr. Schaff reports the contest

satisfactory. It brought him addi-

tional trade from all parts of the

city and country.

CHRISTENING

The infant son of Mr. and Mrs.  
Toca was christened last Sunday

at Church of Our Lady of the Gulf.

Sponsors were Mr. Harold Taduy of

Lillian Taduy of Bay St. Louis. A

quiet reception followed at the home

in Carroll avenue.

Mistress—Sarah, I see a spider  
web in that corner. To what do you  
attribute that?

Main—To a spider, ma'am."

### BODY FIXES OF OYSTER OPENING

Mississippi Reefs to be Op-  
ened January 7th. Shrimp  
Season Extended Until  
Further Notice

At a special meeting of the Missis-  
sippi State Sea Food Commission  
held aboard the patrol boat Aletha  
Vardaman at Pass Christian, Mississip-  
pi, on December 19, 1934 when a  
number of the best reefs were in-  
spected and the oyster found to be  
in good condition the commission  
decided to open the reefs for dredg-  
ing on January 7, 1935, until further  
notice.

The commission earnestly asks the  
co-operation of all oystermen and all  
packers in helping the commission  
enforce the culling laws and decided  
to open all reefs where dredging is  
not prohibited by the statute. Feeling  
that they will have such co-operation  
the chief inspector and all deputy  
inspectors have been instructed to  
strictly enforce the culling laws, and all  
violators caught with oysters not  
properly culled will be prosecuted to  
the limit of the law, and unless the  
oystermen and packers co-operate in  
this respect the reefs will be imme-  
diately closed.

The commission also decided that  
the ordinance adopted several months  
ago limiting shrimp to not over 40 to  
the pound was working a hardship on  
those who depend on shrimping for  
a living, and rescinded this  
ordinance and adopted the following  
ordinance on regulating the size of  
shrimp permitted to be taken, which  
was as follows:

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Taken

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lawful to take from the waters of the  
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of preserving, any salt water shrimp  
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cup to the patrol which would achieve  
the greatest amount of points. The  
points are obtained in various man-  
ners, attendance, dues, advancement,  
etc.

When the winning patrol was an-  
nounced Alton Erwin Patrol Leader of  
the Rattle Snakes, shook hands and  
congratulated Mark Smith, Patro-  
Leader of the Flying Eagles. The Rattlers  
patrol also gave the cup to the Flying Eagle  
Patrol.

The Scout Master, Captain Pears,  
said that the contest had done more  
good than any other attempt at re-  
cruiting and advancement in the  
troop.

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No. 13—149 yards, which is deceiv-  
ing in distance and an uphill grind.  
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ECHO BLDG.

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Chas. G. Moreau, Editor and Publisher.  
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Official Journal City of Bay St. Louis.  
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**THE GENERAL WELFARE SUPREME**

IT might be well to point out to those of our readers who may be interested in our views that whenever the majority of the people of the United States begin looking to the government for a handout, whether it be in cash or in the form of legislative favors, the doom of our system of government is near at hand.

We have no idea that any such danger threatens us at this time but there exists some grounds for calling attention to the peril. With millions on relief, veterans, farmers, business men and laborers looking to the government to give them some edge over other classes of our population, it behoves those interested in a government concerned with the general welfare to take note of the spreading tendency and do what they can do to correct it.

For example, let us consider agriculture. We do not think the government has done too much for the farmer or that he has been placed on a parity with labor or business in so far as government favor is concerned. However, there is a point where aid extended to farmers, at the expense of the public generally, would become a liability to the nation, although it might continue to be an asset to the agricultural class for a while.

Special groups, pleading their own causes in Congress and before State legislatures, should remember this. In the long run it will not pay any fragment of the social order to be hogwash and grab too big a share of the national income. When this happens the economic structure of the nation will be disrupted and inevitable disaster will eventually result.

**ADVERTISING STIMULATES SALES**

ROGER W. Babson, noted business statistician, points out that newspaper advertising for fourteen consecutive months has registered gains over the same month of the previous year and says this means that manufacturers and merchants alike are looking forward to better times.

Mr. Babson calls attention, however, to the habit of businessmen of reducing their advertising appropriations in slumps. He urges them to increase their advertising in order to take advantage of one of the most valuable methods of ironing out the bumps in business.

Mr. Babson thinks that business men temporarily lose faith in advertising when sales slump and thus enter a vicious circle—"decreasing trade brings a decline in advertising budgets; less advertising space brings a further drop in sales; and so on down the toboggan slide."

**WINTERS TO BE COLDER**

PEOPLE have long argued over climatic changes, with some insisting that our writers are not as cold as those our parents experienced. The records of the Weather Bureau for the past twenty-five years indicate that the temperature of this country has been growing warmer, rising about one degree every four years.

However, scientists are now inclined to believe that heat and drought reached their peaks in the summer of 1934 and that the swing toward decreasing temperatures is about to begin. Apparently, the cycles last for about twenty-five years and the turn is due.

According to tax records not a single machine gun or sawed-off shot gun has been sold by a legitimate dealer save for law enforcement or military purposes since a federal firearms control law went into effect last spring. That report brings to mind the miniature machine guns, correct in many details, and firing sparks, that are placed in the possession of children as toys. Taking the genuine article out of the hands of gangsters is not a bad thing. Putting the idea involved into the heads of youngsters cannot be an act of wisdom.

Correct this sentence: "I simply refuse to borrow my neighbors newspaper; it is my pleasure to pay my own subscription and support the publisher."

Press reports record the early arrival at Washington of Senators Harrison and Bilbo, early for the fray and on the dot to represent their constituents. Pat and Theodore have always been known to answer the calls of duty early and late.

With the Lindburgh kidnapping back in the prints, one hardly knows whether the Colonel deserves greater credit for meeting the dangers of the air or facing bravely the torture of mind that the earth has inflicted since the night in March, 1932 when the ladder was placed against his window sill.

A seventy-eight year old woman in New York was found guilty of fraudulently accepting an old age pension when she had \$6,000 in the bank. She refused to pay back the thousand dollars or so that she had deceived, was sent to jail, and the state had to support her anyhow. Who won?

**A THOUGHT FOR THE NEW YEAR**

THE management of The Sea Coast Echo, as a general rule prefers not to take up business matters too often in the editorial columns and yet, it seems to us, readers of this publication realize that its growth and development depends upon the support accorded by the people in Hancock county and general vicinity.

In this connection, may we not point out that there are three ways in which interested individuals can assist us in building up the best newspaper possible? First, of course, is the gift of good will, which naturally includes friendly cooperation in many ways. We have always appreciated the generous bestowal of public favor upon The Sea Coast Echo and it is, in our opinion, the most valuable asset that we have.

The other means by which individuals can help or hinder us are of gravest importance, dealing with the business office and our finances. These include the ready payment of subscription accounts and the reasonable use of advertising in our columns, with proper payment for the services rendered.

Today, in a limited space, we want to discuss only one of these factors, the prompt payment of subscription accounts. We have the good fortune to send our newspaper into the homes of hundreds of Hancock county families. Once a year, in the inevitable course of time, the family subscription to the newspaper expires. It is so, at the same time, with many others.

Some of those subscribers delight in paying their subscriptions promptly, thus attesting positively their approval of our effort to give this section of the seacoast the kind of newspaper it should have. These subscribers may not know it but they delight the soul of the editor. Their promptness encourages him and makes easier the financial burdens that might otherwise impair his work.

There are others, however, who have a tendency to overlook their subscription payments. They have no idea of stopping the newspaper. They feel that we know their attitude and, in many cases, we do. Nevertheless, until they send us their money they are on a delinquent list, and, very often discounted by advertising agencies that send us business.

May we ask for your co-operation? If your subscription has expired, won't you join others in renewing at once and by your cooperative acts demonstrate your approval of The Sea Coast Echo.

In conclusion, we wish to thank the people of this section for their past support and also express sincere appreciation of the prompt payments that will be made by those who read this article. Too many people are reading The Sea Coast Echo and forget to pay. Ours is a business and not a frolic.

**KEEP UP WITH NATIONAL AFFAIRS**

THE session of Congress, now beginning, will have to pass upon many important questions affecting the vital interests of almost every man, woman and child yet there are those in our midst who say there is no reason for any of us to worry about Congress.

The popular idea that nothing can be done about legislative matters is unfortunate and seriously impairs the efficient operation of the American representative system of government. True enough, very few individuals have influence or power enough to affect legislation but when combined in advocacy or opposition the average Americans become invincible.

Without reference to whether one approves the policies of President Roosevelt or not, every one recognizes that his strength is the popular response to his leadership. So long as it lasts he will be able to dominate the American governmental picture; when it deserts him, his era will be over.

The Sea Coast Echo urges its readers to keep up with present day trends at the nation's capital because, more than ever before, the interests of individuals are concerned with Federal legislation. If the average citizen will act intelligently to make his or her voice heard the rights of the individual will be respected. The fact that big business, in the past, has been able to get so many government favors proves that being interested helps, if you let representatives know you are alive to what is going on.

With Thanksgiving, Christmas and New Years coming so closely together at the close of the year, there is some degree of satisfaction in being a lame duck rather than a turkey.

**WAR PROFITS CONDEMNED**

THE recent revelations concerning huge profits by certain corporations during the war years intensified public demand that some measures be devised to prevent a similar condition in the future.

The public fears, and probably with cause, that if some business men can expect profits of as high as 800 per cent that there will be an incentive to work against the interests of peace and to stimulate national prejudices and passions that lead peoples into conflicts.

**ADVICE TO YOUNG PEOPLE**

TO the young people of Hancock county who may happen to honor us by reading the Sea Coast Echo we would advise the reading of good books as a special undertaking for 1935.

Why not make it your business, each month to read and absorb the fine thought of at least one volume, widen your own mental horizon and secure the advantage of another's experience without waiting for the years to pass?

Pass up the sensational, trashy tomes and seek the advice of some wise adult who ought to be able to recommend a book with meat, worthy of digestion.

Trading at home in 1935 will do much to improve conditions in Bay St. Louis.

**MERELY THEORETICAL**

BY GEORGE E. SCHILLING

**PREPARATION AGAINST WAR**

L AST week's Echo informs us of a questionnaire which has been directed to colleges and schools in regard to their opinions about war. While they are fair enough in their wording, it seems probable that the questions are inspired by horror of war, a horror so great as to become a bit unreasonable. We can easily guess what the majority of replies will be, for the colleges have been bombarded with pacifist propaganda for years, and college students are quite susceptible to that sort of thing.

The key question seems to be the second: "Do you believe that a national policy of AN AMERICAN NAVY AND AIRFORCE SEC'D TO NONE will assure us against the possibilities of another great war?" The answer to that question is, of course, No.

The mere possession of military forces will not assure anything. If we had the force, much would depend on how we used it. But the possession of such forces is a very strong deterrent to possible provocation by other countries. Nobody is going to pick a fight with Max Baer as quickly as with some less destructive pugilist.

Our pacifists ought to get it into their noddles that nobody in the United States, unless it be the munition makers, wants any war that can be avoided. That is not our problem at all. The important question is how to reduce the chances of war to a minimum.

The American policy has always been to wait until after the declaration of war before beginning to prepare for it. This policy has always proved expensive and might easily prove highly unfortunate. The colonists made some preparations for the Revolutionary War before hostilities began and we also made some provision for the threatened war with France in 1798, but these were exceptions.

We entered the war with Britain in 1812 without a respectable army or navy. Our frigates and smaller boats had some early successes in single fights, but our coasts were blockaded and our capitol burned after a disgraceful fight by our militia. We built a navy after the war.

In the war with Mexico we had a small army which was successful because of its splendid fighting qualities and the military weakness of our opponent.

In the War between the States neither side was ready. It has been stated, very credibly, that one army corps (say 30,000 men) properly equipped, disciplined and led, on either side, would have won that war in 1861.

The War with Spain in 1898 was a tragic comedy of unpreparedness. Again we won by virtue of the superiority of our navy, the superb fighting quality of our small army and the weakness of our opponent.

In 1914 President Wilson publicly ridiculed the "foolish and excitable men" who wanted to prepare the United States against the possibility of our involvement in the European war by strengthening our military forces. Woodrow Wilson was a president of exceptional intellect, high character and extraordinary strength of will. He was able and as determined a friend of peace as any American who ever lived. He tried to show the world his pacific spirit by refusing to arm his country even for self defense. You know the result. Now we are asked to follow the same policy under weaker and less intelligent leadership.

Two fallacies seem to underline much of the discussion of this subject of war, fallacies difficult to detect by young college students, or by many others of our good citizens.

The first of these is that our much talking among ourselves can have any important effect in foreign countries other than to confirm them in their unflattering belief that we are all crazy. You don't want war, and I don't want war, and our fellow citizens don't want war, but we have said that already. While we keep assuring ourselves of this obvious fact for several years of public speaking, writing and general excitement, the other fellows may be exasperated for thinking us goofy.

The second fallacy is that all other nations are as pacific as we are, and that they will remain so. We seem to want to restrain our president from dashing off on some mad career of foreign conquest, ridiculous as that notion is, there are differences between nations, and big differences.

At present nobody seems to want to fight us, although there are several peoples who do not like us at all. Fortunately for us these peoples all seem to bear worse grudges against somebody else than against us.

Incidentally, these questions mentioned in the article are as pacific as we are, and that they will remain so. We seem to want to restrain our president from dashing off on some mad career of foreign conquest, ridiculous as that notion is, there are differences between nations, and big differences.

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# The Last Word in Gasoline-

**AEROTYPE CROWN ETHYL**  
FOR YOUR MOTOR

**Out-Starts** → Vaporizes at lowest temperature—quick warm-up—minimum choking.

**Out-Climbs** → Highest anti-knock rating ever offered for land service —no carbon knocks.

**Out-Powers** → Complete vaporization produces all power—no dragging—less crank-case dilution.

**Out-Classes** → Has the highest specifications ever applied to motor gasoline.

**Out-Ahead** → Virtually gum-free—no gummy or sticking valves to cause loss of power.

**Outstanding** → Positively a NEW fuel—unlike and amazingly superior to any gasoline heretofore sold.

Judge it only when unmixed with other fuel  
No Increase in price—sells for only 2c a gallon more than Crown Gasoline

## STANDARD OIL COMPANY

INCORPORATED IN KENTUCKY

**WITH THE PRESS**

**SHORT CUT TO COAST**

(N. O. Times-Picayune)

WORD came Saturday from Baton Rouge that bids will be asked next month for hard-surfaced highway from New Orleans to the Mississippi coast. The cost will be met from the PWA allotment to the state. The grading of the Louisiana unit and the bridge spans were completed months ago, so that Louisiana's part of the undertaking should be finished and in use within the next few months.

From the short cut's bridgehead on the Mississippi side the Mississippi highway commission has provided for temporary use a five-mile gravel road which connects with the Old Spanish Trail some distance this side of Bay St. Louis, Mississippi.

Authorities have pledged the construction of a permanent hard-surfaced link but disagreement over its location has prevented its construction.

Jackson dispatches predict, however, that a final decision on the route will be made by the state highway commission and the federal public roads bureau within the next thirty days.

Funds for its grading have been set aside, so that the work presumably will be started whenever the route is designated. But its hard surfaceing is to be financed, we are told, out of federal grants yet to be made.

Thus the date for completion of the permanent hard-surfaced short cut must remain indefinite until the Mississippi route is chosen and its hard-surfacing definitely financed.

Properly maintained, however, the five-mile gravel highway constructed for temporary service on the Mississippi side should permit general use

## AEROTYPE CROWN ETHYL GASOLINE ANNOUNCED TODAY

Standard Oil Company Introduces Last Word in Motor Fuel

Announcement is made here today that there is now available at all Standard Oil Company dealers and service stations, Aerotype Crown Ethyl.

This is a new gasoline, a great improvement on the well known Crown Ethyl gasoline, but will be sold at the regular Ethyl price.

In announcement of the introduction of Aerotype Crown Ethyl, President W. E. Smith, of the Standard Oil Company, at Louisville, writes:

"Through our thousands of dealers and service stations in this state, we are offering Aerotype Crown Ethyl, the very last word in gasoline.

"It will be sold at the regular Ethyl price. Aerotype Crown Ethyl has been perfected for the express purpose of starting more quickly, warming up the motor more rapidly, vaporizing more completely, and with the absolute elimination of all knocking, and with an increase of 30 per cent in potential power.

"For the first time, in Aerotype Crown Ethyl, a true aviation gasoline has been converted into automobile use.

"The Standard Oil Company is proud to offer, with its best wishes for the New Year, a new product—Aerotype Crown Ethyl."

of the short cut with safety and comfort as soon as its Louisiana sector is ready. Making possible a substantial saving of mileage and time, the

HUSKY THROATS  
Overtaxed by speaking, singing, smoking,  
VICKS MEDIATED COUGH DROP

short cut will be welcomed by many thousands of motorists in both States, and by the tourists who in growing number are adopting the Old Spanish Trail as their favorite transcontinental highway.

**SPEAKING OF PAT**

(Pascagoula Democrat-Star)  
IN the magazine TODAY, edited by Raydon Moley, appears a story of Senator Pat Harrison under the heading "Sword-man of the Senate," in which it states that Mr. Harrison "proves that he is an able administrator for a hard job."

It seems to take a long time to prove anything in Washington. From Cape Cod to Kalomazoo, from Dan to Beersheba, newspapers have had this in front page headlines, since the war, and the folks down here in Mississippi have known it for about twenty years.

We think the boys in the Senate have had all the proof they wanted, especially the Republicans, who were handed the knockout punch in such a diplomatic way that many of them are still their warm personal friends.

## OLD NEW ORLEANS, 'MOST INTERESTING CITY' PLACE OF MEETING FOR EDITORS

Here Is An Article, Containing Nothing New, But One You'll Love to Read and Possibly Keep.

The National Editorial Association, of which The Sea Coast Echo is a member, will meet at New Orleans, with its jubilee convention May 5 to 12 in New Orleans, celebrating its 50 years of service to American publishers.

In anticipation of this meeting in New Orleans, the National Editorial Bulletin, official monthly publication, carries the following article:

**T**HE NATIONAL Editorial Association will celebrate its Golden Jubilee—50 years of service to American publishers—in 1935 with its jubilee convention May 5 to 12 in New Orleans frequently called "America's most interesting City."

New Orleans—the natives speak of it as "N'Orlens"—is old in art of anniversaries, for it was 216 years ago that this famous French port was born. No other city in America is like New Orleans and few offer as much to catch the fancy of the visitor.

The visitor finds historical buildings of two centuries ago contrasted with the modern skyscrapers of the present day. He finds many vestiges of the early city lying in the shadows of modern achievements. He finds a unique French Quarter known as the Vieux Carré; Creole cuisine that is different in taste, peculiar customs, a great port, great industries lovely parks, an ideal climate and unlimited recreation possibilities.

### VIEUX CARRE OF BIENVILLE

Unlike most other cities New Orleans has no Main street. Its main street is Canal street, America's widest business thoroughfare and one of the best lighted. Touching Canal street is the Vieux Carré, or Old Square, nearly the same today as it was in the days of the Louisiana Purchase.

The Vieux Carré is the New Orleans as laid out by Bienville, the city's foundation, 216 years ago. In it still can be found the buildings, the entire settings in which the dramas, the romances and the tragedies of by-gone ages were enacted.

Among the noted old buildings in the Vieux Carré are the Cabildo, where the transfer of Louisiana from Spain to France and from France to the United States took place; the St. Louis Cathedral, built in 1794 on the site of Louisiana's first church and still in use; the Pontalba buildings, sumptuous apartments in early New Orleans; the French Market, for long one of the traditional spots of peculiar interest; the Archbishop's, erected in 1727, the oldest building in the Mississippi Valley; the Old Absinthe House where many famous drinks were first made; and the Napoleon House, built for the famous French leader to assist him in his expected escape from St. Helena.

### BATTLE OF NEW ORLEANS

The Vieux Carré is approximately a parallelogram 4,000 feet along the Mississippi River by 1,800 feet deep. Forts were erected on the four corners of the "square." It is from this humble beginning that New Orleans has grown to be the country's third largest city in area with a land area of 197 square miles.

Just below the city is Chalmette, where the battle of New Orleans was fought in the War of 1812.

To the north of the city is Lake Pontchartrain, a salt water body that offers fishing, boating and bathing.

Near the city are Lafitte, where the pirates had their haunts; the Teche Country made famous by Longfellow in his "Evangeline"; the Louisiana sugar bowl where most of this country's sugar cane is grown; the Barataria orange section and the Hammond strawberry area; and the noted Mississippi Gulf coast resorts of Bay St. Louis, Gulfport and Biloxi.

### MANY HAPPY REUNIONS.

A grand army of leaders of other years will be at New Orleans, they are coming from the East, the West, the North, and practically all the South will be there to receive the brothers and sisters with open, happy and gloriously jubilant arms. Plans are afoot for many reunions and there is no question but that the ties of other times will be reunited at these informal group meetings. So many people, especially newspaper folk, have wanted all their lives to see and "feel" New Orleans, the happy land at the end of the lovely old Mississippi, that they know this is to be the time to go. New Orleans is (in their minds), and truly so, one of the wonder cities of the world and Canal Street with its recurring carnival spirit and life of Mardi Gras

### Monthly Pains Relieved

Women who take CARDIUM have found that severe monthly pains have been relieved and that by continued use of it for a reasonable length of time their strength has been renewed and their general health improved.

"I am glad to speak a few words for CARDIUM. I am in a semi-sitting condition, for bad pains in my side and back and for irregular periods. After taking CARDIUM strengthened me and I feel 100 per cent better. It certainly helped me."

"Thousands of women testify, Cardium relieves them. If it does not benefit YOU, consult a physician."

### A VISION OF THE SHORTCUT HIGHWAY

GENTLE reader, can you visualize for a while the great Mississippi-Louisiana Highway Shortcut finished and an accomplished fact, and in practical use? Can you see the thousands of motor cars that will travel daily to and fro, this number augmented to many times over and over, and see a real, living, moving line of animated objects traveling hither and thither?

Certainly you can. It will be a transition of magic-like proportion. It will be a dream come true as if some hidden hand had touched the fabled lamp of Aladdin. Here and there, in groups, like small villages, there will be communities for rest and recreation. For such traffic will demand attention and service from along the roadside.

Then, dear reader, after passing the Rigolets, on and thru the Pearl River bottoms, you will strike the highland of Hancock county and your car will purr gently but at a rapid rate of speed on and on until you behold the horizon of the gulf. Wide expanse of water of seemingly immeasurable spaces. Tiny sail dotted the distant line, and here and there a gull or some other bird skimming the inland waters of the briny deep.

You pause, or, perhaps, you slow your motor and idle along as it were, to realize the picture, to take deep breath of the air from the gulf. The balsam of the piney woods filled your lungs with pure ozone. You are exhilarated. But reaching the coast—the great Mississippi Gulf Coast—you are rejuvenated. A new person. New panorama for the eye, inspiration for the being and doing and you live again—a new life. It is here where life begins. Not at forty. It begins regardless of age.

Ponce de Leon failed in his quest.

You succeeded in yours. Pandora's box means nothing. All else counts for naught. You have reached a Paradise.

Only an hour since you were at home in the big city, engaged in the prosaic. Presently you have reached a promised land.

Then, onward to the beach down through Clermont, Waveland and Bay St. Louis, jewels of the coastal crown. Many will not go on further. They have reached their destination. They visit, tarry and are prone to linger to the very last moment. They would leave with more than ordinary reluctance, but the thought may return again at any period within the short time consumed to come out, reassuring they can return hither at any time and to such advantage.

Distance saved in traveling the shortcut rather than circumventing the great elbow of Slidell, La., St. Joe, Pearl River and the big "Y" will prove a saving of time and effort and a great economic accomplishment in the general sense. We have waited long for the desired. It is now at hand within reach and that the Shortcut will have become a reality is no more a thing hoped for, anticipated and dreamed of. It is within the grasp.

Gentle reader, surely you can visualize it all.

days and nights beckon the people of all the states of the Union. Then, in addition, the opportunity to visit the famous surrounding country also has its strong appeal for this event.

A great program has been in the making for three years. This very month excerpts concerning the preparation of that program will be sent over the land from the central office in Chicago. Its publication unquestionably will add new interest to the forthcoming meeting in old New Orleans. It is time now for those who haven't already done so to be looking to their road maps, railroad and airplane schedules.

New Orleans, lovely in name and history and picture beckons all newspaper workers for late spring. Join the happy crowd.

### Good News ! !

Boston All-Leather SHOES  
And Choice Oak Bend Soles



NOW \$2.85  
Boston Shoe Store  
Bay St. Louis, Miss.

Presenting

## Two New

# CHEVROLETS

in the two lowest price ranges

DEALER ADVERTISEMENT

### THE NEW MASTER DE LUXE CHEVROLET

NEW STREAMLINE STYLING  
TURRET TOP BODY BY FISHER  
KNEE ACTION \*  
LONGER WHEELBASE  
ROOMIER BODIES  
SPEED, POWER, ECONOMY

BLUE-FLAME VALVE-IN-HEAD ENGINE  
(\*Knee action optional at small additional cost)

AND UP. List price of Master De Luxe Coupe at Flint, Mich., \$560. With bumpers, spare tire and tire lock, the list price is \$25.00 additional. Prices subject to change without notice.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value.

\$465 AND UP. List price of New Standard Roadster at Flint, Mich., \$465. With bumpers, spare tire and tire lock, the list price is \$20.00 additional. Price subject to change without notice.

NOW ON DISPLAY \$560



CHOOSE CHEVROLET FOR QUALITY AT LOW COST

## WEEKS MOTOR SALES

Opposite Post Office

Bay St. Louis, Miss.

### CHAINS NOT A MONOPOLY

The Federal Trade Commission has decided that the great chain store systems do not constitute a monopoly because they compete with each other and receive competition from independent stores. It finds little basis for holding them to be combinations in restriction of trade under the Sherman Law. Its report shows that five years ago there were 1,543,000 retail stores, with the chains operating 160,000, or one-tenth, in which they did 22 per cent of the total business.

### MANY RADIO TALKS

President Roosevelt made 23 broadcasts in 1934, bringing his total since March, 1933 to 41. Mrs. Roosevelt made 28, bringing her total to 45. Cabinet members spoke 78 times on the air, with Postmaster General Farley leading with 22. Vice President Garner made only one radio address. General Johnson made 11 and other members of the "Little Cabinet" spoke 34 times. Eighty-nine members appeared on 172 broadcasts and 53 senators spoke 136 times.

### Sympathetic

Clerk—My wife and I find it very hard for two persons to live on my salary.

Small Daughter—Well, mother, if I want cake just to look at there's plenty in the baker's window.—Sydney Bulletin.

Chief—Well, what do you expect me to do, get you a divorce?"—Passing Show.

### Love Files Claim For "Back Salary"

J. S. Love, retiring state superintendent of banks, who turned over his office to Marion D. Brett, comptroller of state banks, a post supplanting that of state superintendent under the law reorganizing the state banking department, has put in a claim for \$3,300 "back salary."

Love's claim was based on a voluntary reduction he took 22 months ago from \$1,000 to \$850 a month. His December check, approved by the governor and state auditor, was for the reduced sum.

The salary of superintendent of banks under the old Organization Act, which expired last midnight, was fixed by a committee of bankers at \$1,000 per month and was paid out of funds provided by assessment of banks, but had to be requisitioned and approved for payment by the governor and auditor as in the case of all monies paid out of the treasury.

It was the evening before the ninth before.

"How did you find yourself this morning?" asked one man participant of another.

"Easily," was the reply. "I just looked under the table and there I was."—Tit Bits

### Neu Pale as Death Warrant Is Read

The braggadocio attitude of Kenneth Neu, condemned murderer of Sheffield Clark, wealthy Nashville, Tenn., merchant, vanished momentarily Wednesday at New Orleans, for the first time since he was arrested several months ago, when the death warrant was read to him in the chapel of the Orleans parish prison.

The youthful slayer was seated on the front pew of the tiny chapel facing a cross when Chief Deputy Criminal Sheriff Michael McKay began reading in sonorous tones the governor's warrant ordering Neu to be hanged February 1.

Returned to his death cell, Neu had little to say. His previous willingness to chat with reporters and often sing for them, was gone.

His lips were pale, he appeared nervous and his boastful prattle was stilled.

### RECORD AT NEW ORLEANS

Approximately 60 persons were treated in New Orleans hospitals for injuries caused by fireworks employed in the city's welcome to the new year, hospital records revealed Tuesday night at the close of the holiday period.

### \$1300 Egg Cargo Ruined In Crash at Covington, La., Monday

Hearing a crash late Monday night Lewis L. Morgan, attorney and former congressman, residing at Covington, La., opened the front door of his residence here and found \$1300 worth of eggs, mostly in a scrambled condition, in his front yard, together with a heavy truck lying on its side and two injured men thrown clear of the truck. He also discovered the wrecked car of his daughter, Miss Ruth Morgan, which had been standing near the front gate where it had been left while a group of young people stopped at the home on the way to a New Year's party. This car had been struck by the truck.

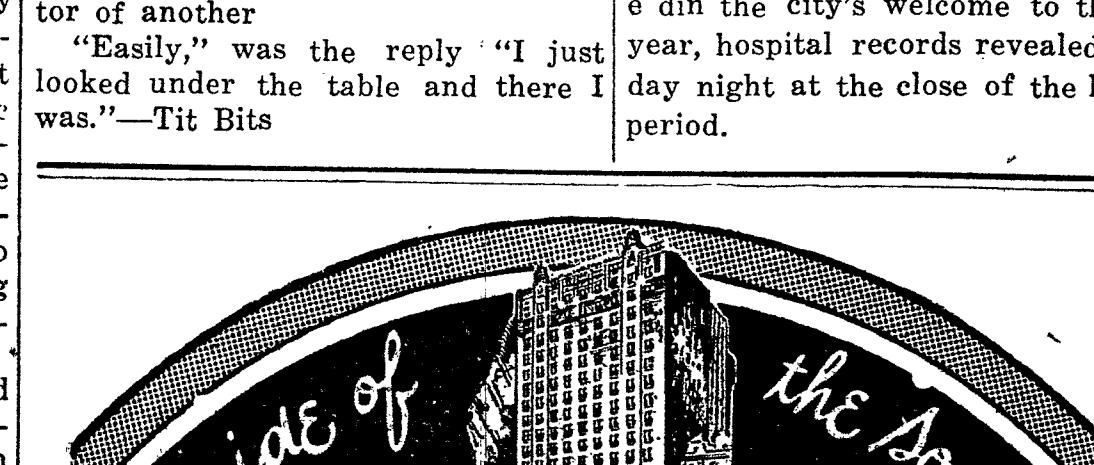
Mother (sagely)—You can't eat your cake and have it, too, you know.

Small Daughter—Well, mother, if I want cake just to look at there's plenty in the baker's window.—Sydney Bulletin.

### A Warm Welcome

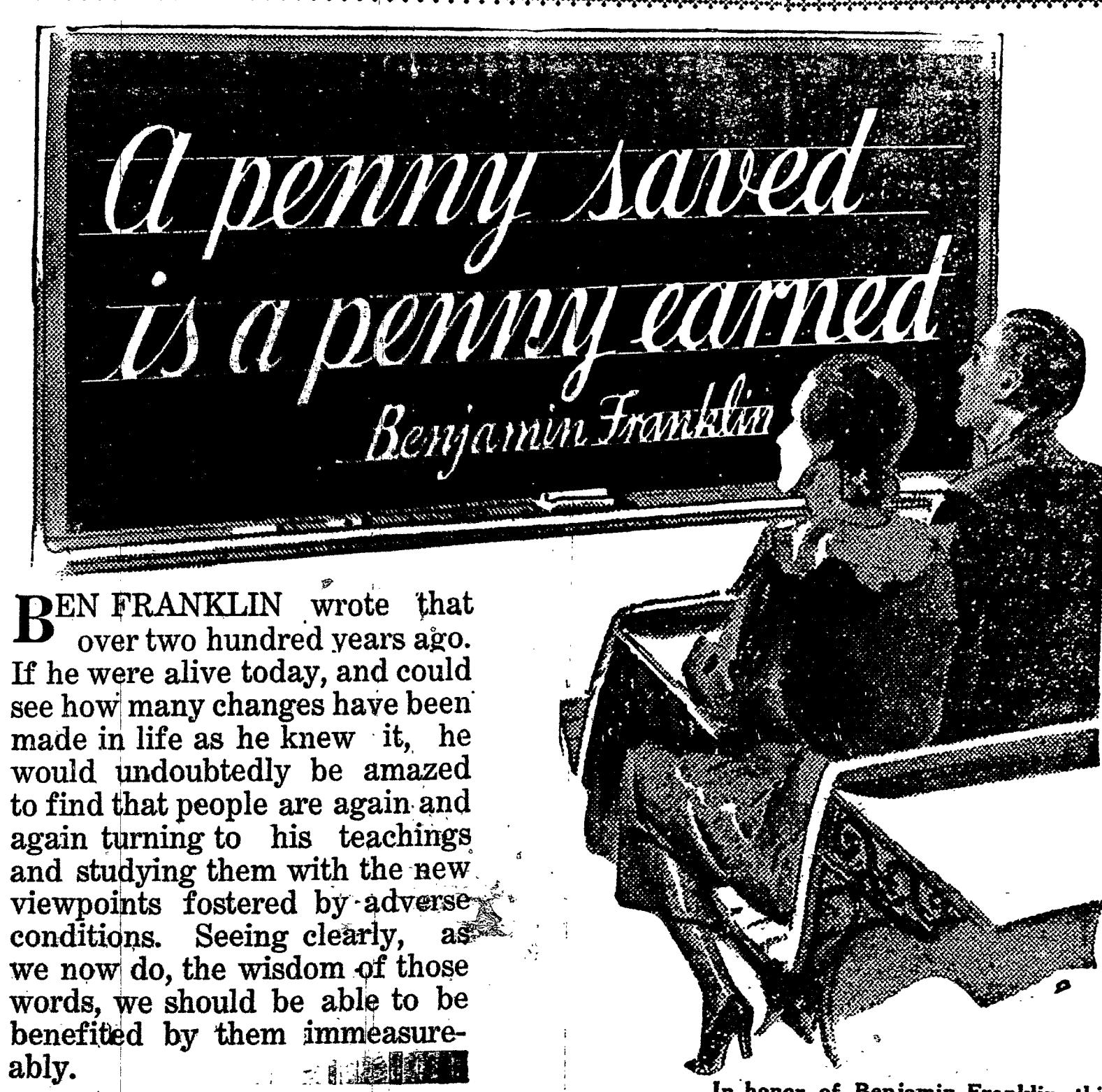
Amid the luxury and beauty of The Roosevelt you will find a warm welcome, a hearty home-like hospitality—and a service that has won for this modern hotel in quaint, historic old New Orleans the reputation and patronage it deserves.

The Roosevelt  
NEW ORLEANS



BEN FRANKLIN wrote that over two hundred years ago. If he were alive today, and could see how many changes have been made in life as he knew it, he would undoubtedly be amazed to find that people are again and again turning to his teachings and studying them with the new viewpoints fostered by adverse conditions. Seeing clearly, as we now do, the wisdom of those words, we should be able to be benefited by them immeasurably.

Start Your Xmas Savings Club Today  
Merchants Bank & Trust Co.





## With The Movies And Film Folks

THE success of "One Night of Love," in which Grace Moore, operatic star, was featured, has caused practically all of the studios to plan the production of similar films, luring many of the leading opera singers from the East Coast to Hollywood.

By the way, another story is being prepared for Miss Moore at the Columbia studio, but it is as yet untitled. For her part in this film, Miss Moore is to receive 20 per cent of the profits accruing.

According to one official, at least, 1935 bids fair as being as "good, or even better than in 1934 which has been most satisfactory." That's the opinion of MGM and Loew's Inc.

So pleasing was O. P. Heggie's performance in "Anne of Green Gables" that RKO signed him to play the second important role in "Boy of Flanders," in which Frankie Thomas, Jr., boy actor is to be featured. It is likely that RKO will give Heggie a long term contract.

Patricia Ellis will be the feminine attraction opposite William Gargan in Warner Brothers' production of "King of the Ritz." Ann Dvorak had been announced for this role.

Greta Garbo is anxiously awaiting the production of her next film, having postponed indefinitely her trip to Sweden. She is said to be anxious to win back her place in the favors of the fans, somewhat dimmed by appearances in two unpopular films.

Jack Haley, Broadway comedian and musical comedy star, will appear in the forthcoming Fox production of "Nymph Errant," in which Alice Faye is to be featured.

Considerable discussion as to which of the four actresses—Loretta Young, Helen Hayes, Sylvia Sidney or Elissa Landi—will be selected for the role of Berengaria in "The Crusades" has finally dwindled down to one, Miss Young, although this has not been definitely settled as yet.

James Barton, seen on Broadway in "Tobacco Road," is considered something of a "find" in Hollywood. The film rushes on "Captain Hurricane," in which he is appearing at RKO studios, are considered remarkable. Engaged by RKO for a single picture, he has been given a contract which may cause him to remain in Hollywood more or less permanently.

Evelyn Brent is to play the leading feminine role in "Symphony of Living," an invincible picture. Also appearing in the film will be Al Shean, Gigi Parrish, Charles Judels, John Darrow, Albert Conti, Lester Lee, boy violinist, and others.

Carole Lombard and Fred MacMurray are being prominently mentioned for roles in "You Gotta Have Romance," a story by Eleanor Griffin and William Rankin, recently purchased by Paramount.

"Devil Dogs of the Air" in which

### DICK POWELL POPULARIZES MANY NEW SONG HITS

### Star of "Happiness Ahead" Has Put Over More Successes Than Any Other Film Singer

One big song hit is no longer a guarantee of Fame's bright blessing.

Today, the world remembers Fritz Schell for "Kiss Me Again"; Bessie McCoy for "Yama Yama Man"; May Irwin for "He Certainly Was Good to Me"; Hazel Dawn for "Beautiful Lady"; and Blanche Ring for "Rings on My Fingers and Bells on My Toes."

A song would be introduced in New York, taken on the road months later and long afterwards the whole country would become familiar with it.

The talking picture and radio have changed it all.

Dick Powell, star of "Happiness Ahead," which comes to the A. & G. Theater, Sunday and Monday for instance, in less than two years has put over in a big way a score of songs that became national hits within a few weeks.

Such numbers as "I'm Young and Healthy," "Shuffle Off To Buffalo," "By a Waterfall," "We're In The Money," "Why Do I Dream Those Dreams?" "Shadow Waltz," "I'll String Along With You," "Fair and Warmer" and numerous others are examples.

"One thing I don't have to worry about is songs," Powell said. "With such writers as Wrubel and Dixon, Fain and Kahal, Kalmar and Ruby, writing hits seems to have become a habit. All I have to do is put them over."

"Pop Goes My Heart, and 'Beauty Must Be Love,'" said Powell, "are the two surest-fire numbers I ever sang and that is saying a great deal, when I remember the fine numbers that have been written for me."

"Happiness Ahead" is a romantic comedy drama directed by Mervyn LeRoy, with an all-star cast of talented players.

## WAVELAND NEWS-NOTES

MRS. MAUD BOURGEOIS.  
Waveland, Miss.

MR. and Mrs. C. M. Burgdahl went to New Orleans to visit friends and relatives for the Yuletide season.

Captain and Mrs. Theodore Ray have been here for the past few days.

Mr. and Mrs. Ed Zinsler were here with Mr. and Mrs. Cyril Bourgeois for New Year's day. Mrs. Bourgeois and Mrs. Alma Slade went back to the city with them.

STORK VISITS.  
Dr. Stork brought a fine little boy to Mrs. Sylvan Carver. He came at five minutes after twelve on Christmas morning, and Sylvan, Jr., was a wonderful Christmas present.

SPENDS HOLIDAYS  
AT COVINGTON.  
Mr. and Mrs. Cornelius Herlihy spent New Year's day with Captain and Mrs. W. I. White at Covington.

Mr. and Mrs. George Wousell, after spending the past week with Mr. and Mrs. John Eckerle, have returned to their home in Port Arthur, Texas.

Miss Adelaide Burg and her mother were weekend visitors here.

Mrs. J. J. Wymer and four of her attractive daughters were at their home, Cottage by the Sea, for several days.

Miss Nola Rita Morrere went to the city with the Misses Dorothy and Elizabeth Wells to spend a while with Mrs. M. Roberts.

Mr. John Morrere went in to the Sugar Bowl game.

Miss Toddy Lizana went to New Orleans to visit friends for the holidays.

Miss Hazel Herlihy went to Covington to spend New Year's day with Capt. and Mrs. W. I. White.

We are glad to welcome Mr. and Mrs. Preston Vinet who have moved here permanently from New Orleans.

Mrs. Alvin Marrero and Miss Agnes Bourgeois entertained a few friends at an egg-nog party New Year's night. Their guests had a delightful time.

MRS. SHWARTZ  
AGREEABLY SURPRISED.  
The old crowd surprised Mrs. Ethel Schwartz on New Year's Eve. They sat up to hear the old year out and the new year in. Wine and fruit cake was served and everyone had a jolly evening.

Mr. and Mrs. Coburn Weston and family, of Waveland, and Mr. and Mrs. W. W. Chapman, of Bay St. Louis, spent Christmas Day with Mrs. A. S. Weston.

Mr. and Mrs. Jodie Lott and son and Mrs. N. Williams, of Alexandria, La., are guests of Mr. and Mrs. A. E. Marshall.

WAVELAND SCHOOL  
RE-OPENS AFTER HOLIDAYS.  
Waveland School opened Wednesday morning with a good attendance. Students and teachers are down to hard work again after the holidays which they all enjoyed.

## LEETOWN NEWS

Henry Campbell, son of Mr. and Mrs. L. M. Campbell, sustained a broken arm Monday while trying to chank a gasoline engine at Gaston Lee's syrup mill.

The condition of Mrs. James Rester, who has suffered from heart trouble for several months, is reported very serious. She has been growing gradually weaker during the past two weeks, and visitors have been prohibited by her physician.

Mrs. Otho Rester and children went to Henleyton Monday to visit her parents for several days.

Mrs. Less Lee is reported confined to her bed by illness.

"Grandma" Samantha Varnado, who has been ill at the home of Mr. and Mrs. J. C. Lee, for some time, was removed to the home of Sugillo Bilbo this week.

Children and grand-children of Mrs. James Rester gathered here the first of the week for a Christmas reunion, 69 being present, representing all but two of the children, grandchildren and great-grandchildren. Those from a distance attending the gathering were: T. J. Rester and family of Mobile Ala.; Robert Rester and family of Bogalusa; Harvey Rester and family of New Orleans; Hubert Rester and family of Poplarville, Mr. and Mrs. Julius Rester of Alexandria, La., and Mr. and Mrs. Ezra Lee, of McIntosh, Ala.

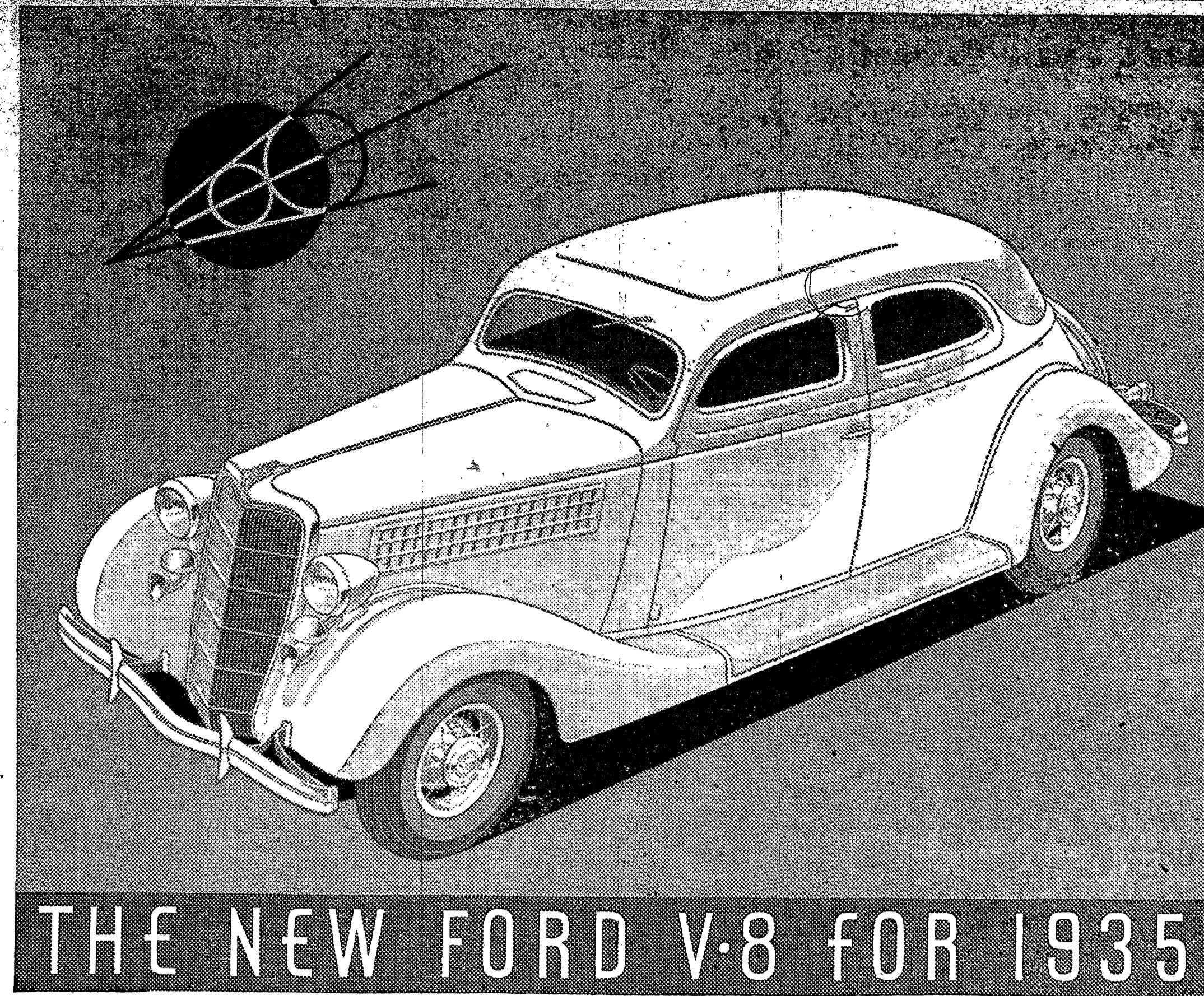
Miss Edna Lee who is employed at Waveland, spent Christmas at home—Picayune item.

Doesn't Matter.

Big Lump: "What are you doing with dat dare paper?" Little Slack: "Pee wrigh' mah gal a letter."

Big Lump: "Go way, Niggar, yo kain't write."

Little Slack: "Datt's all right, big boy. Mah gal kain't read."



## THE NEW FORD V-8 FOR 1935

### NOW ON DISPLAY

A New Ford V-8 That Brings New Beauty,  
New Safety, and a New Kind of Riding  
Comfort Within Reach of Millions of People

basic design. You buy premium performance when you buy this Ford V-8—full 85 horsepower and capable of 80 miles an hour. All Ford V-8 cars for 1935 come equipped with Safety Glass throughout at no additional cost.

We invite you to see this New Ford V-8 for 1935 at the showrooms of Ford dealers. You will want to ride in it—

to drive it yourself. You will find it a new experience in motoring.

### FORD V-8 PRICES ARE LOW

12 BODY TYPES—Coupe (5 windows). \$485; Tudor Sedan, \$510; Ford Sedan, \$575. DE LUXE—Roadster (with rumble seat), \$550; Coupe (3 windows), \$570; Coupe (5 windows), \$580; Phaeton, \$580; Tudor Sedan, \$575; Cabriolet (with rumble seat), \$625; Ford Sedan, \$635. TOURING SEDANS, with built-in trunk—Tudor Touring Sedan, \$595; Ford Touring Sedan, \$655.

(F. O. B. Detroit. Standard accessory group including bumpers and spare tire extra. All body types have Safety Glass throughout, at no additional cost. Prices are based on convenient economical terms through the Universal Credit Company.)

### NEW 1935 FORD V-8 TRUCKS AND COMMERCIAL CARS ARE NOW ON DISPLAY

## BROWN MOTORS, INC.

Authorized  Dealers

301 No. Second St.

Bay St. Louis, Miss.

### TO MAKE BAY ST. LOUIS A PROSPEROUS AND HAPPIER PLACE TO LIVE

More Friendly and Cordial  
Attitude to All—The Home  
More Attractive and Let's  
Trade at Home

In some way, the beginning of a new year causes most of us to make resolutions to do things we have failed to do in the past and also to leave undone some of those things we have been doing. Just why this time of the year calls forth these resolutions, we don't know but

guess the thought of twelve brand new months spread before us causes most of us to want to improve ourselves and conditions around us as much as possible.

We think this a fine thing and that all of us should take time off to make a few resolutions. It may be that we won't be able to carry these resolutions through all the year but the mere making of them will be of considerable help to us.

There are personal resolutions which we all need to make. These necessarily vary with the individuals and we won't make suggestions as to what these should be. We will make a suggestion or two, however, along the same line.

Let every citizen of Bay St. Louis a

more attractive town in which to live. Each one of us can have a real part in doing this but unless we work together, we won't be able to accomplish as much.

Let's begin by resolving to be more friendly. Friendliness never hurt anyone and yet so many of us think we are too busy to take the time to do the little things that mean so much to those around us. There are neighbors and friends whom we haven't visited in quite a long while who really would be delighted if we would call.

Another thing, let's make Bay St. Louis more beautiful by each resident making his or her home just as attractive as possible. This can be done without the outlay of a great amount of money because native shrubs and evergreens may be had that will add much to the beauty of our lawns and gardens. If each citizen will do his part in keeping the streets and roadways of Bay St. Louis cleaner, this will help a great deal toward making our town more attractive, not only for our residents, but to those visitors in our midst.

Let's make Bay St. Louis a

more prosperous by doing as much of our shopping as we possibly can with the merchants here. The more trade they receive from our residents, the more attractive displays they will be able to offer at reasonable prices. The more money we keep at home, the more people will be employed, and all of us will benefit in the long run.

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## Meet Your Friends At MOLLERE'S

SPECIALS FOR FRIDAY &amp; SATURDAY

CRISP CELERY HEARTS, bunch	20c
ICEBERG LETTUCE, 2 large heads	19c
CAULIFLOWER, head,	20c, 25c, & 30c
FIRM RIPE TOMATOES, lb.	15c
IRISH POTATOES, 10 lbs.	15c
SWEET POTATOES, 5 lbs.	8c
NEW RED POTATOES, 6 lbs.	25c
TURNIPS, COLLARDS, MUSTARD, 2 bunches	5c
LARGE GREEN HEADS, CABBAGE,	5c
LARGE GRAPE FRUIT, 2 for	15c
BAKING APPLES, Per dozen	19c

## MEATS

More Pounds More Quality

PICNIC HAMS, per pound	14c
PORK CHOPS, per pound	19c
FRESH PORK ROAST, per pound	15c
FRESH VEAL ROAST, per pound	10c
LAMB LEGS, per pound	18c
BROILERS, 3 for	\$1.00
HENS, FRESH DRESSED, per pound	20c
FRYERS, FRESH DRESSED, per pound	28c
DUCKS, YOUNG AND FAT, per pound	19c

## Mollere's Groceteria

151 COLEMAN AVE. WAVELAND, MISS.  
If It Comes From Mollere's It Is The Best.

## The Sea Coast Echo

### City Echoes

—Miss Bettye Boyer has returned from New Orleans, where she spent the holidays visiting friends.

—Miss Francis Virginia Elliott returned to New Orleans Thursday morning after spending the holidays here with her parents and family.

—Mr. and Mrs. Posey Prescott, from Garyville, La., and son were week-end guests of Mr. and Mrs. C. M. Weeks at their hospitable home.

—Mr. Ralph Kugan and Ralph, Jr., attended the Sugar Bowl football classic at New Orleans Tuesday, both enjoying the game and the fact Tu-lane won.

—Mr. J. C. Roland, Sr., spent Thursday of last week at Pass Christian where he relieved Mr. Lazar, proprietor of Lazarus' Drug Store, for the day in order he might go down to New Orleans.

—Mr. and Mrs. Emmett Kergosien, residents of Mobile, have returned home after a holiday visit to the home of Dr. and Mrs. A. A. Kergosien, Mrs. Kergosien's parents, in Carroll avenue.

—Mrs. H. C. Glover and sons, H. C. Glover, Jr., David and Joseph, spent New Year's Day in New Orleans, attending the Sugar Bowl event and were guests of relatives while in the big city.

—Mrs. L. E. Kenney spent Wednesday at New Orleans, accompanied by Miss May Lavigne, who had been her house guest for the holiday season. Mr. Kenney was with the party over.

—Miss Claire Creel has returned from a holiday visit to MacLaurin, Miss., where she was the house guest of Mrs. J. E. Lofton and the recipient of many social attentions.

—Mrs. C. B. Crisler came out from New Orleans New Year's to spend the day visiting at the home of her son-in-law and daughter, Dr. and Mrs. J. C. Buckley at their home on Waveland beach front.

—Mr. and Mrs. Clemet Donner, Mr. and Mrs. Jack Spencer and daughter, Jackie, returned to their home in Slidell, La., after spending the holidays with their mother, Mrs. E. K. Davis, in Carroll Avenue.

—Mrs. Katherine I. Thomas announces in the columns of The Echo that she has resumed her dancing and self-reducing lessons. Classes are now being formed at her home in Second street. See adv. elsewhere.

—Mrs. Gertrude Bowell of New Orleans spent New Year's holiday visiting at the home of her sisters, Misses Ruth and Irene Cazeneuve and their aunt, Miss Fannie McCurley.

### NOTICE

Effective January 1, 1935, my office has been moved from the Masonic Temple Building, to my residence, 408 South Beach Boulevard.

DR. M. J. WOLFE

### SENATOR LONG WILL REPLY IN U. S. SENATE NEXT WEEK, HE SAYS

The coolness between the White House and Senator Huey P. Long plummeted to a low frigidity, a press telegram says from Washington, after President Roosevelt had several indirect notice that the Louisiana dictatorship probably will have to repeal or classify some of its laws if it wants PWA money.

The "Kingfish," in return, indicated that there would be fireworks on the floor of the Senate next week. To reporters in New Orleans, he said:

"I'll make my reply to that and similar other matters—you got that?" —on the floor of the Senate Monday or the first day the Senate is in session next week.

Indications that Public Works Administration loans might be withheld until Louisiana's debt moratorium law was clarified were seen in a letter President Roosevelt wrote Governor O. K. Allen. He suggested a "clear and unequivocal enunciation of the policy of the legislature in respect of enactments for the postponement of the payment of public indebtedness."

The letter was one of a series written to governors with a view to helping states wishing to avail themselves of PWA lending. It differed from the others in that it suggests "clarification" of legislation.

The PWA has held up payments of some 60 Louisiana projects following the enactment in November of a law providing for a two year moratorium on public and private debts over eight dollars except those owned cities, the state or federal government.

Her'n—What makes that artist talk so funny?

His'n—Why, don't you see, he hasn't got any palette.

### PRAYER TO THE SACRED HEART OF JESUS

O Divine Jesus, Who hast said: "Ask and you shall receive; seek and ye shall find; knock and it shall be opened unto you," behold me prostrate at Thy feet. Animated with a lively faith and confidence in these promises, dictated by Thy Sacred Heart and pronounced by Thy adorable lips, I come to ask (here mention the request.)

From whom shall I ask, O Sweet Jesus, if not from Thee, Whose Heart is an inexhaustible source of all graces and merits? Where shall I seek, if not in the Treasury which contains all the riches of Thy clementy and bounty? Where shall I knock, if it be not at the door of Thy Sacred Heart, through which God Himself comes to us and through which we go to God?

To Thee, O Jesus, I have recourse. In Thee I find consolation when afflicted, protection when persecuted, strength when overwhelmed with trials, and light in doubt and darkness. I firmly believe Thou canst bestow upon me the grace I implore, even though it should require a miracle. Thou hast only to will it and my prayer is granted. I own I am most unworthy of Thy favors, O Jesus! but this is not a reason for me to be discouraged. Thou art the God of Mercies and Thou wilt not refuse a contrite and humble heart. Cast upon me a look of pity, I conjure Thee, and Thy compassionate Heart will find in my miseries and weakness a pressing motive for granting my petition.

But, O Sacred Heart, whatever may be Thy decision with regard to my request, I will never cease to adore, love, praise and serve Thee. Deign, my Jesus, to accept this my act of perfect submission to the decrees of Try adorable Heart, which I sincerely desire may be fulfilled in and by me and all Thy creatures for ever and ever. Amen.

Permisu Superiorum.

### CLASSIFIED ADS

Through mistake a lady's black Lappan coat was taken from Uncle Charlie's Nite Club New Year's Eve. The one in possession of this coat, please notify Uncle Charlie at once.

LEFT—Lady's coat at Uncle Charlie's Nite Club. Owner can have same by identifying it.

### Personal and General SPEECH—SCHRECK

In the solemn stillness of a Sabbath morning two young and beautiful lives were united in the holy bonds of matrimony, Rev. W. S. Allen saying the words which forever joined, both on earth and in Heaven, the hearts and souls of Gladys Speer and Adolph Schreck.

The bride was lovely in a dinner gown of blue and silver pebble-grain crepe with accessories to match, with a shoulder corsage of white carnations and ferns, and was given in marriage by her father. Ruth Schreck, sister of the groom, and also beautifully gowned in blue, was brides-maid and Seals Speer, brother of the bride, was best man, while Francis Speer, little sister of the bride, as a bewitchingly lovely flower girl in a blue dress the shade of her eyes and with her golden hair hanging in curls to her shoulders.

Only the immediate families, with just a few intimate friends, were present for the ceremony which took place at the home of the bride. A bountiful repast was served at the noon hour, and in the afternoon a reception was held to which the friends of both families were invited.

The bride is a daughter of Dr. and Mrs. W. S. Speer and one of the sweetest and best-loved girls in Bay St. Louis. Not only is she beautiful and attractive but she has talent and ability as well, having graduated from Bay High with the class of '31, and trained to be a nurse in the Baptist Hospital in New Orleans.

The groom is the son of Mr. and Mrs. R. Schreck, a high-toned, enterprising young man who went into the Radio business after finishing school here. He is now in business at Lake Charles, Louisiana, where he and his bride will make their home.

The happy couple, amid showers of rice and good wishes, took their departure about 2:30 P. M. enroute to New Orleans where they were to spend the night, then on to Lake Charles on the morrow.

\* \* \*

### MRS. W. S. SPEER ENTERTAINS EVER WELCOME CLUB.

The Ever-Welcome Club met at the home of Mrs. W. S. Speer, Thursday, December 20. The house was beautifully decorated in the Christmas colors of red and green, with a lovely tree in the living room. Scarcely

had all the guests arrived when Western Union phoned and asked for Miss Gladys Speer, saying there was a telegram for her and she'd find it at the front. On hastening to the door she found no messenger boy, but to her great surprise Old Santa's pack lay under the Xmas tree, and the crowd was laughingly gathering 'round her with words of congratulation and best wishes.

Many lovely and useful gifts were found in Santa's pack, speaking eloquently of the love and esteem in which the charming bride-elect and her fiance are held. The presents were unwrapped and admired, and a precious word of thanks from the honoree the refreshment committee took charge. Tootsome sandwiches, delicious coconut cookies with a tiny green candle burning on each, and cocoa with marshmallows were served, and the guests departed declaring it had been two hours most happily spent.

\* \* \*

### MISS DEL BONDIO'S NEW YEAR EVE'S BRIDGE AND SUPPER PARTY.

Miss L. C. Del Bondio and Miss E. Bertrand, with Miss Hazel Abbley assisting entertained lavishly and beautifully New Year's Eve night at cards at the Del Bondio home, "Blue Heaven," on the Pass Christian beach, followed by a course supper served at mid-night. The hospitable and inviting home had

seventeen covers, the guests principally relatives from New Orleans and friends. Enjoying the hospitality of Mr. and Mrs. de Montluzin and attending this beautiful and interesting event were, in addition to themselves and son, Mr. and Mrs. E. J. Dubuc, Mr. and Mrs. H. R. Piccaluga, Sr., Mr. and Mrs. Albert F. Veau and daughters Shirley and Dorothy, Miss Mattie Word, Miss Merle Dubuc, of New Orleans, and Mr. and Mrs. Theophile Combel, Miss Claire Combel and Mr. Norbert Nilan, of Mobile, Ala.

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### ARCENEAUX'S ENTERTAIN YOUNGER SET AT NEW YEAR EVE AT HOME.

Mr. and Mrs. E. J. Arceneaux entertained New Year's Eve night at a dinner party to the younger set at their beach home Tuesday at a dinner of seventeen covers, the guests principally relatives from New Orleans and friends. Enjoying the hospitality of Mr. and Mrs. de Montluzin and attending this beautiful and interesting event were, in addition to themselves and son, Mr. and Mrs. E. J. Dubuc, Mr. and Mrs. H. R. Piccaluga, Sr., Mr. and Mrs. Albert F. Veau and daughters Shirley and Dorothy, Miss Mattie Word, Miss Merle Dubuc, of New Orleans, and Mr. and Mrs. Theophile Combel, Miss Claire Combel and Mr. Norbert Nilan, of Mobile, Ala.

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### AFTERNOON TEA BY MRS. DONALD MARSHALL HONORING MRS. HARRY UPHAM.

Mrs. Donald Marshall entertained at tea Saturday afternoon, complimenting her sister, Mrs. Harry Upham, of Panama City, Fla., who arrived that morning from New Orleans where she had been visiting.

Miss Frances Evans of New Orleans, poured tea, Miss Mary Elba Marshall, poured coffee and Mrs. Marshall pre-

sided at another table. Among the

guests were Mrs. S. Sneedier, Mrs. Stillwell, Mrs. Owen Crawford, Mrs. W. Stockstill, Miss Ella Maybin, Mrs. Leo W. Seal, Mrs. C. G. Moreau, Mrs. Edw. C. Carrere, Mrs. Geo. R. Rea, Mrs. George E. Pitcher, Mrs. Leo E. Kennedy, Mrs. J. E. Gray, Mrs. W. A. McDonald, Mrs. Carl Marshall, Mrs. (Dr.) J. C. Buckley, Mrs. C. C. McDonald, Mrs. E. J. Lacoste, Sr., Miss Mae Edwards, Miss E. Lacoste, Mrs. J. W. Bryan.

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### MRS. WEEK'S EGG NOG PARTY

Mrs. C. M. Weeks was hostess New Year's afternoon to an informal egg nog and general party at the family home to which only ladies had been invited, the affair was one participated in only by most intimate friends and which proved of more than ordinary pleasure. The affair was from 4 to 5 o'clock.

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### INFORMATION NEW EVE'S NIGHT CELEBRATION BY MR. AND MRS. SCHARFF.

Mr. and Mrs. Joseph Schaff entertained informally quite a number of friends at their home in Carroll Avenue New Year's Eve night at a party appropriate to the occasion. The list of guests was made up from the membership of three or more evening card clubs. Thoroughly informal, the event was one of unbounded joy. Cards were played for a while but later general jollity prevailed and soon mid-night was at hand and the New Year had dawned and continued celebration for the new prevailed until the morning hours.

\* \* \*

### GO TO DINNER PARTY AT GULFPORT NEW YEAR'S DAY AT MRS. CLARK'S.

Dr. and Mrs. Alvah P. Smith and Mr. and Mrs. W. J. Harrison of Bay St. Louis were guests at a dinner party New Year's at Gulfport, given by Mr. and Mrs. Charles Clark.

Friends from Biloxi were of the number. Mr. and Mrs. W. J. Harrison, of Bay St. Louis, on Saturday, at their beautiful Jordan river home, entertained the same party on occasion of the holiday season.

\* \* \*

### OWL CLUB MEETS AT HOME OF MAYOR AND MRS. G. Y. BLAIZE.

A group of congenial neighborhood folk, composed of ten married couples, who meet from time to time in social pastime, assembled at the hospitable home of Mayor and Mrs. G. Y. Blaize on New Years Eve and watched the old year out and the New Year in. It was quite a jolly crowd and the spirit of the evening was fully entered into.

The party welcomed the New Year from 12 to about 2 o'clock the next morning, attesting to the enjoyable time which the occasion made possible.

The party included Mr. and Mrs. G. Y. Blaize, Mr. and Mrs. C. A. Gordon, Mr. and Mrs. Joseph Genovese, Mr. and Mrs. Claude Monti, Mr. and Mrs. Gus Soniat, Mr. and Mrs. Chas. A. Benjamin, Mr. and Mrs. W. A. Staehle, Mr. and Mrs. Thomas G. Smith, Mr. and Mrs. George Stevenson, Mrs. Louis Sporl and Mr. Arthur Conway, the latter two from New Orleans.

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### MR. AND MRS. LEO W. SEAL HOSTS TO PARTY OF THIRTY-FIVE.

Mr. and Mrs.